

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 496475 /		<u>Alt Order #</u> 06356848
<u>Product</u> OBAMA SKED C		
<u>Contract Dates</u> 10/02/12 - 11/06/12		<u>Estimate #</u> 1904
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 5	KVVU	10/02/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	24	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$350.00			
Week:		10/09/12	10/15/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	KVVU	10/09/12-10/15/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
			See MG 5.26									
	26	KVVU	10/15/12-10/15/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
			Ⓜ MG for 5.9 10/15									
Week:		10/16/12	10/22/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	12	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
			See MG 5.27									
	14	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
			See MG 11.8,11.9,11.10,11.11									
	15	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
			See MG 5.28									
	27	KVVU	10/18/12-10/18/12	Dr Oz	3-4p	-----Th-----	:30		\$500.00	NM		
			Ⓜ MG for 5.12 10/18									
	28	KVVU	10/19/12-10/19/12	Dr Oz	3-4p	-----F-----	:30		\$500.00	NM		
			Ⓜ MG for 5.15 10/19									
Week:		10/23/12	10/29/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	16	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
			See MG 5.29									
	17	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
			See MG 5.30									
	19	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
			See MG 5.31									
	29	KVVU	10/23/12-10/29/12	Dr Oz	3-4p	MTuWThF----	:30		\$500.00	NM		
			Ⓜ MG for 5.16 10/23									
	30	KVVU	10/25/12-10/25/12	Dr Oz	3-4p	-----Th-----	:30		\$500.00	NM		
			Ⓜ MG for 5.17 10/23									
	31	KVVU	10/23/12-10/29/12	Dr Oz	3-4p	MTuWThF----	:30		\$500.00	NM		
			Ⓜ MG for 5.19 10/29									

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
496475 /	06356848

Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	OBAMA SKED C	1904

Advertiser	Original Date / Revision
Obama For America	11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				5	\$350.00			
N 6	KVVU	10/02/12	11/05/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	14	\$8,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$525.00			
Week:		10/09/12	10/15/12	MTWTF--				3	\$525.00			
Week:		10/16/12	10/22/12	MTWTF--				3	\$525.00			
Week:		10/23/12	10/29/12	MTWTF--				3	\$525.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
11	KVVU	10/23/12-10/29/12		Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$525.00	NM		
See MG 6.16												
16	KVVU	10/23/12-10/26/12		Fox 5 News at 6pm	M-F 6-630pm	-Tu---F----	:30		\$525.00	NM		
Ⓜ See MG 11.8, 11.9, 11.10, 11.11												
Week:		10/30/12	11/05/12	MTWTF--				3	\$525.00			
N 11	KVVU	10/07/12	11/04/12	Friends Weekend	5-6p		:30			NM	7	\$2,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$225.00			
Week:		10/08/12	10/14/12	-----1				1	\$225.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	KVVU	10/08/12-10/14/12		Friends Weekend	5-6p	-----Su	:30		\$225.00	NM		
See MG 9.11, 9.12, 9.13, 9.14, 9.15, 9.16												
Week:		10/15/12	10/21/12	-----1				1	\$225.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
3	KVVU	10/15/12-10/21/12		Friends Weekend	5-6p	-----Su	:30		\$225.00	NM		
See MG 13.3, 13.4, 13.5, 13.6, 13.7, 13.8, 13.9, 13.10, 13.11												
Week:		10/22/12	10/28/12	-----1				1	\$225.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
4	KVVU	10/22/12-10/28/12		Friends Weekend	5-6p	-----Su	:30		\$225.00	NM		
See MG 11.6, 11.7												
6	KVVU	10/27/12-10/27/12		30 Seconds To Fame	Sat 12-1230a	-----Sa--	:30		\$95.00	NM		
Ⓜ MG for 2.13, 12.4, 11.4												
7	KVVU	10/28/12-10/28/12		Simpsons/Simpsons	M-Sa 8-10p/Su 7-1	-----Su	:30		\$650.00	NM		
Ⓜ See MG 11.8, 11.9, 11.10, 11.11												
8	KVVU	11/02/12-11/05/12		Fox 5 News at 6pm	M-F 6-630pm	M-----F----	:30		\$1,175.00	NM		
Ⓜ MG for 6.16, 5.14, 11.7												
9	KVVU	11/04/12-11/04/12		FOX Soccer	Various	-----Su	:30		\$350.00	NM		
Ⓜ MG for 6.16, 5.14, 11.7												
10	KVVU	11/04/12-11/04/12		Extra Weekend	Sun 2-3am	-----Su	:30		\$75.00	NM		
Ⓜ MG for 6.16, 5.14, 11.7												
11	KVVU	11/04/12-11/04/12		Cops	1am - 5am	-----Su	:30		\$75.00	NM		
Ⓜ MG for 6.16, 5.14, 11.7												
Week:		10/29/12	11/04/12	-----1				1	\$225.00			
Totals											235	\$128,930.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	171	\$92,960.00	\$79,016.00
10/29/12 - 11/06/12	64	\$35,970.00	\$30,574.50
Totals	235	\$128,930.00	\$109,590.50

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10/02/12 - 11/06/12	OBAMA SKED C	1904

Advertiser	Original Date / Revision
Obama For America	11/01/12 / 11/01/12

Signature: _____ Date: _____

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FAX# 610-225-1191
HARRIS REPORT FROM REP NOV1/12 10.11
CHANGES *** KVVU-TV ***

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	MAURA GILROY	
SALES PRSN	PH- TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL.	LOCAL	REGIONAL
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CLASS: NATL.	LOCAL	REGIONAL
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CE)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV1/12 10.11

STA =

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

SKED C

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1904

PROGRAM : SIMPSONS/SIMPSONS
ORD COM1: SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-2 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-12 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-13 FOR 1 SPOT/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
47	S		900P-1000P	30		\$650.00	10/28	10/28	0		SUN	0

FAX# 610-225-1191
HARRIS REPORT FROM REP NOV1/12 10.11
CHANGES *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS :
6	ES		600P-630P	30		\$525.00	10/2	10/22	3		TU-F,M	9
6	ES		600P-630P	30		\$525.00	10/23	10/29	2		TU-F,M	2
6	ES		600P-630P	30		\$525.00	10/30	11/5	0		TU-F,M	0
PROGRAM : NEWS												
CON COM1 : NEWS												
26	ES		400P-500P	30		\$500.00	10/16	10/22	2		TU-F,M	2
PROGRAM : DR OZ												
ORD COM1 : REVISED RATE W/O 10/16												
CON COM1 : DR OZ												
65	A		600P-630P	30		\$1,175.00	11/2	11/5	1		F,M	1
PROGRAM : NEWS												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-26 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-6 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-47 FOR 1 SPOT/WK												
66	A		130P-330P	30		\$350.00	11/4	11/4	1		SUN	1
PROGRAM : ENGLISH PREMIER SOCCER												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 65-68												
67	A		200A-300A	30		\$75.00	11/4	11/4	1		SUN	1
PROGRAM : EXTRA WEEKEND												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 65-68												
68	A		400A-430A	30		\$75.00	11/4	11/4	1		SUN	1
PROGRAM : COPS												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 65-68												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M12	OK'D		BUY#26	MISSED: TU-F,M/400P-500P								
			BUY#6	TU-F,M/600P-630P			OCT16		30S	\$500.00		(OCT31/12)
			BUY#47	SUN/900P-1000P			OCT23		30S	\$525.00		
				OFFER: F,M/600P-630P			OCT28		30S	\$650.00		
				& SUN/130P-330P			NOV2		30S	\$1,175.00		PLS ADVISE.
				& SUN/200A-300A			NOV4		30S	\$350.00		
				& SUN/400A-430A			NOV4		30S	\$75.00		
				CMT: SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.					30S	\$75.00		

OCT/12 96105.00 NOV/12 32825.00 CONTRACT TOTAL 128930.00
 TOTAL SPOTS 235

MARKET TOTALS \$270,523 KVVU 42% KSNV 14% KLAS 14% KTNV 9% KVMY 5% KVCW 16% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE